ASSIGNMENT 3.1 GUIDANCE

Report Title: How Social Media Websites can be used to Promote Businesses
Deadline: 10th March

Learning Aim: A - Explore the impact of social media on the ways in which businesses promote their products and services.

Scenario: The local Chamber of Commerce has many members who run small businesses. The members are interested in using social media to promote their businesses but know very little about it. The Chamber of Commerce has approached your college, as they understand students study a unit on social media in business. As a student studying a unit on social media in business you have been asked to provide a report on using social media for business purposes to deliver to the members of the Chamber of Commerce.

Criteria covered by this assignment:

D1	Evaluate the business use of social media to interact with customers and promote products or services to a target audience.
M1	Assess the different ways in which a business can use social media to attract a target audience
P1	Explain the different ways in which a business can use social media.
P2	Explain the audience profiles of different social media websites.

Report: Your report will include these two aspects:

- The different ways businesses can use social media
- A detailed evaluation of different audience profiles for each social media site and the features of each site that appeals to that audience.

Both aspects (bullet points) should have equal weighting for Pass criteria, and you will choose a business to study so that you can give some real examples. For a Merit you will assess these two aspects in more detail, and specifically how the business that you have chosen to study uses features to attract/grow their audience, and you will be assessing rather than explaining. For a Distinction you will compare and contrast how businesses address these two aspects and ensure statements are evaluative (strengths and weaknesses of how businesses use social media to appeal to their target audience). You may bring in examples from the social media sites of other businesses to support your arguments and for comparison purposes.

Your report should have the following headings and sub-headings:

1. Introduction

2. The Social Media Platforms Available for Businesses
   2.1. The structure and features of each social media site
   2.2. Typical target audience

3. How Businesses Use Social Media
   3.1. How businesses set-up their social media website and post content
   3.2. How Businesses Communicate with Customers on Social Media
   3.3. How Businesses Develop their Social Media Audience

4. Risks and Issues with Business Use of Social Media (for Distinction)

5. Conclusion

You will submit this assignment through Turnitin. This software checks that your work is authentic, so will detect all copy and paste. Please ensure your report is written in your own words.

Report Structure and Guidance on Points to Evaluate:

Choose a business to investigate and use examples from their social media websites for each of the topics. Include screen captures to illustrate your points. You may bring in examples from the other business social media sites of to support your arguments and for comparison purposes (this is advisable for higher grades but not essential).

The list below are all of the unit specification points that we have covered during the learning for Learning Aim A. You are not expected to address every single bullet point in your report. You must address the ones marked with a red *. If you wish to cover other points (without a red *) in your report then you may do so.

Highlight the points below as you complete them.

Headings	Topics to Cover
1. Introduction	Brief explanation of what you will discuss in your report and why.
2. The Social Media Platforms Available for Businesses	This section of your report is about the different types of social media websites that can be used to promote businesses. It is meant to be informative so that the readers of the report (your audience – members of the Chamber of Commerce – understand the range of social media websites that they might possibly use for their own businesses. Choose three social media sites (e.g., Twitter, Facebook, Instagram, YouTube, LinkedIn) to evaluate. Discuss: **2.1 The structure and features of each social media site** (P1) * **(Activity 1)** **2.2 Typical target audience** for each social media site and the features of each site that appeals to that audience (P2) * **(Activity 2)** Include **screen captures** and **charts** to illustrate your points. At this stage your discussion does not need to link to specific business use. You must give equal weighting to both topics.
3. How Businesses Use Social Media	This section of your report takes things a step further. It is about how businesses set up and use their social media sites to engage their customers – how they describe themselves as a company and use their branding, how they advertise, the style of posts, etc. You will give strong examples of how members of the Chamber of Commerce might set up their campaigns for their own businesses. **3.1 How businesses set-up their social media website and post content (Activity 3)** Describe how businesses use social media websites to support their business aims and needs. Refer to their target audience throughout (and how features of the social media website appeal to them), and evaluate: • The business profile, describing the business to visitors * • The image or brand (colour themes, style, types of imagery) * • Advertising that they do (mentioning target audience): * (two points from the four below) o By promoting products and/or services on their social media pages o By paying for advertising (sponsored) o By using direct and/or indirect advertising o By displaying adverts to customers based on their previous search history • The posts that they have published – whether they have used a variety of different content formats, e.g., text, images, video, links, polls and quizzes * • The different types of posts, e.g., information, promotion, humour, special offers (all with focus and meaning) * • Whether they have ensured there is website and mobile device integration (so that the social media websites display well on all types of device).

	3.2 How Businesses Communicate with Customers on Social Media (Activity 4) Evaluate the variety of ways that businesses can communicate with their customers through their chosen social media websites. Describe how businesses use social media websites to: • Communicate updates and changes to products and services • Engage in two-way communication (e.g., customer feedback) * • Address customer service by resolving queries and managing issues * **3.3 How Businesses Develop their Social Media Audience (Activity 5)** Evaluate the variety of methods that businesses use to get their messages out to as wide an audience as possible – to encourage more customers to visit their social media sites and therefore help the business to grow. Describe how businesses grow their audience by: • Posting engaging content that meets the needs of the target audience * • Implementing strategies to help customers find them: * (choose 1) o Search engine optimization (SEO) o Keywords and their use in posted content. • Encouraging people to follow their site, or comment/like/share posts * • Developing contacts by following and linking relevant businesses and individuals, and sharing content posted by others. • Links to other commercial information, e.g., company website, e-commerce websites * • Developing the relationship between social media websites and the company website, e.g., using: o Social media buttons on the company website * o Company weblinks within the social media posts that encourage visits to make purchases * o Social media newsfeeds on the company website • Analysing usage data indicating profile of followers and effectiveness of posts, e.g., Facebook Insights – discuss in terms of their target audience *
4. Risks and Issues with Business Use of Social Media **Addresses Distinction Criteria**	**(Activity 6)** This section of your report is about the risks and issues that businesses need to be careful about when developing and using social media websites, and the measure they need to put in place to mitigate the risk. Find examples of where businesses have not managed these risks effectively and what happened as a result (not necessarily from your chosen business or businesses. This section is needed in order to achieve a Distinction. Evaluate the risks and issues for businesses when using social media sites in terms of: • Negative comments on social media sites and the damage to reputation.* • Time constraints on social media interaction, return on time investment. • Unforeseen consequences of posted content. * • Security issues related to increased company profile: * (two bullet points) o Dangers of virus infection o Potential for blackmail/ransom o Theft of company-sensitive information or personal information.
5. Conclusion	**Final summary of main points.** * Including a summary of advantages and disadvantages of using social media to promote a business. Refer back to some of the key points in your report and give relevant and selected examples from the two businesses that you have studied. For a distinction these must be comprehensive and well-balanced concluding statements and must refer to the business's target audience throughout.

Ensure you have addressed all points marked with a red asterisk.

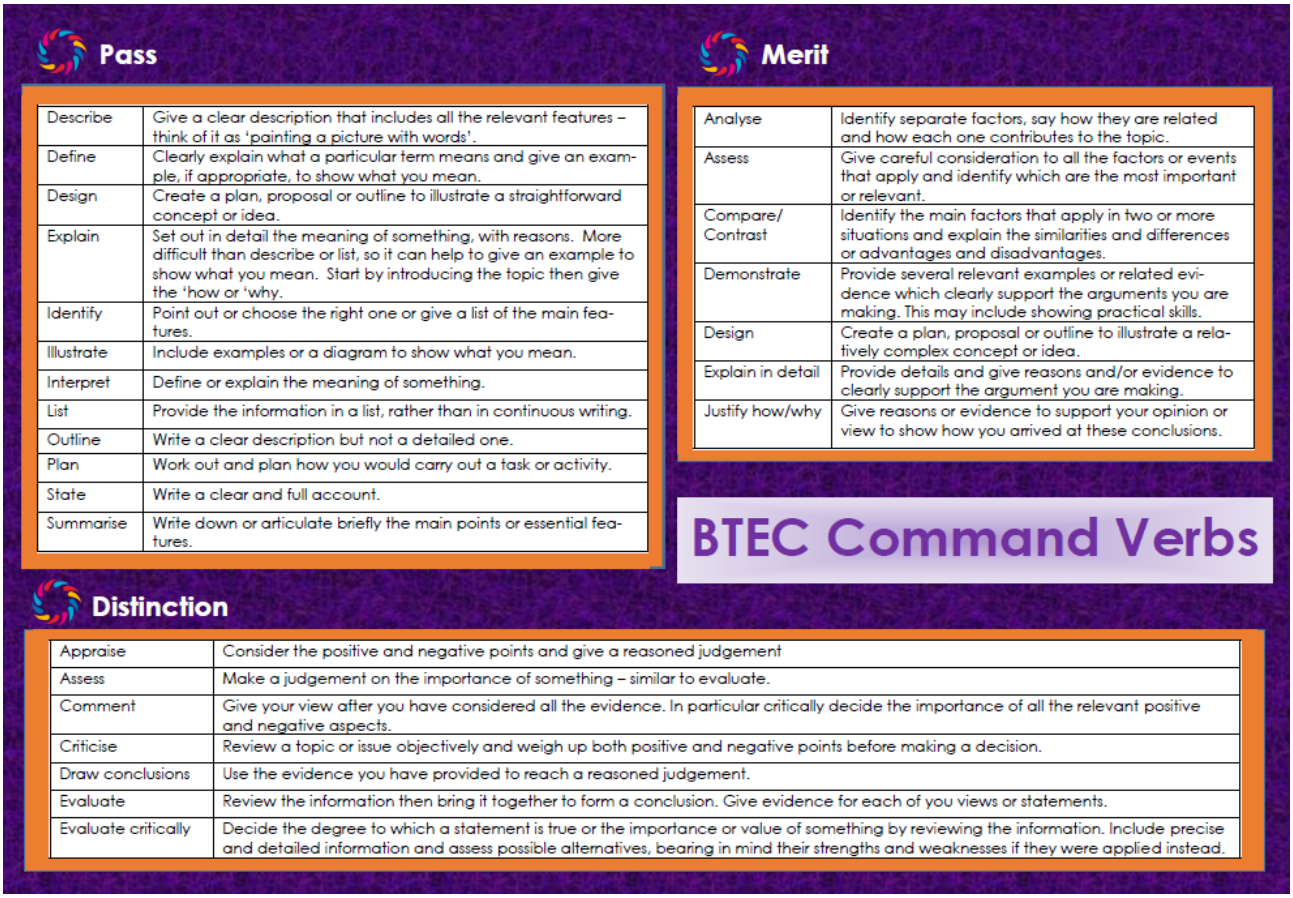
Assessment grading criteria

Pass: You will provide detailed information, supported by real-life examples, covering all the ways that businesses can use social media (as listed in the unit content). You will research the different audience profiles for the main social media sites, explain how the different sites appeal to their different audiences and relate it to how different business can use social media. The evidence may have some inaccuracies and include a limited range of examples.

Merit: Reasoned and well-explained assessment of a range of different ways that a business can use social media to interact with the target audience for their products and/or services. The discussion will be balanced and supported by clear examples. You will focus your comments on the business uses of the sites and not personal uses. The evidence must be technically accurate and demonstrate good quality written or oral communication

Distinction: You will produce a comprehensive, well-balanced evaluation of how a business uses social media, making realistic and well-explained business-related observations on the benefits and disadvantages, while considering their target customers or audience. You will provide real-life, relevant examples of how businesses have used social media effectively and how some businesses have not managed the risks involved effectively. You must articulate your arguments fluently and your views concisely, providing an evaluation that makes reasoned, valid judgements. The evidence will demonstrate high-quality written/oral communication through the use of accurate and fluent technical vocabulary, to support a well-structured and considered response that clearly connects chains of reasoning.

If you are aiming for a Distinction, make sure you use the relevant command verbs.


Pass
Describe | Give a clear description that includes all the relevant features – think of it as 'painting a picture with words'.
Define | Clearly explain what a particular term means and give an example, if appropriate, to show what you mean.
Design | Create a plan, proposal or outline to illustrate a straightforward concept or idea.
Explain | Set out in detail the meaning of something, with reasons. More difficult than describe or list, so it can help to give an example to show what you mean. Start by introducing the topic then give the 'how or 'why.
Identify | Point out or choose the right one or give a list of the main features.
Illustrate | Include examples or a diagram to show what you mean.
Interpret | Define or explain the meaning of something.
List | Provide the information in a list, rather than in continuous writing.
Outline | Write a clear description but not a detailed one.
Plan | Work out and plan how you would carry out a task or activity.
State | Write a clear and full account.
Summarise | Write down or articulate briefly the main points or essential features.
Merit
Analyse | Identify separate factors, say how they are related and how each one contributes to the topic.
Assess | Give careful consideration to all the factors or events that apply and identify which are the most important or relevant.
Compare/ Contrast | Identify the main factors that apply in two or more situations and explain the similarities and differences or advantages and disadvantages.
Demonstrate | Provide several relevant examples or related evidence which clearly support the arguments you are making. This may include showing practical skills.
Design | Create a plan, proposal or outline to illustrate a relatively complex concept or idea.
Explain in detail | Provide details and give reasons and/or evidence to clearly support the argument you are making.
Justify how/why | Give reasons or evidence to support your opinion or view to show how you arrived at these conclusions.
BTEC Command Verbs
Distinction
Appraise | Consider the positive and negative points and give a reasoned judgement
Assess | Make a judgement on the importance of something – similar to evaluate.
Comment | Give your view after you have considered all the evidence. In particular critically decide the importance of all the relevant positive and negative aspects.
Criticise | Review a topic or issue objectively and weigh up both positive and negative points before making a decision.
Draw conclusions | Use the evidence you have provided to reach a reasoned judgement.
Evaluate | Review the information then bring it together to form a conclusion. Give evidence for each of you views or statements.
Evaluate critically | Decide the degree to which a statement is true or the importance or value of something by reviewing the information. Include precise and detailed information and assess possible alternatives, bearing in mind their strengths and weaknesses if they were applied instead.